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Vick & Hill Company's
High-Grade Aster Seed

U.S. Department of Agriculture
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Asters as we Grow Them. Twenty Acres in this Field.

Special for the Spring of Nineteen Hundred and Eleven

Address all Orders to

VICK & HILL COMPANY

P. O. Box 613 Rochester, N. Y.

VICK'S WHITE BRANCHING ASTER

Vick's Late Branching—The Money Makers

Vick's Branching Asters are the most satisfactory Asters to grow of any on the market today, and are now so well known to the trade that it would be useless for us to say very much in their favor. We can say, however, that our strain of seed is unsurpassed by any other; in fact it is the finest that can be grown; it produces plants that are robust and healthy, with stems long, strong and practically free from all sidebuds or laterals. The Branching Asters are without doubt the most profitable for the florist and wholesale grower, as by successive sowings they can be had to bloom from August until late fall, and the grower can always demand the highest price for good flowers of this kind.

Vick's White Branching

The Premier white Aster, and has no equal as a money maker; flowers very large, resembling white chrysanthemums, and borne on stems from 12 to 18 inches in length. (See illustration.)

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Rose Branching.

Always in good demand; a fine variety for cutting; the stems are extra long, flowers very large and a fine rose color.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents: eighth oz., 20 cents.

Vick's Pink Branching

A fine bright pink branching variety, which is not generally known. Petals are flat and the flower is the same shape as White Branching.

PRICE: Per oz., $1.25; half oz., 65cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Crimson Branching

Very prolific and the earliest of the Branching Asters to bloom.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz,, 35 cents; eighth oz., 20 cents.

Vick's Dark Violet Branching

This Aster will take a leading place in the dark shades and is bound to be a favorite. The color is that rich dark shade that sets off the beauty of floral designs. The flowers are of extraordinary size, and stand erect on long, graceful stems.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Lavender Branching

The flowers are large, of good form, borne on long, stiff stems. The color is very pleasing—a fine shade of lavender. We have found this a good variety to grow for the market.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Purple Branching

A beautiful and most desirable shade of royal purple, a color that is always in great demand, and makes a striking contrast with White and Pink Branching.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Branching

Above colors mixed.

PRICE: Per oz, $1.00; half oz., 55 cents; quarter oz., 30 cents; eighth oz., 15 cents.

Vick's Early Branching

A distinct advance in the Branching class. The Early Branching come into bloom about two weeks earlier than the Late Branching. The plants are free from side buds, the whole strength of the plant being given to the development of the very large and perfect flowers which are borne on extra long stems. We offer two colors only, Early Branching White, and Early Branching Rose. (See illustration on page 8.)

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

CREGO PINK IN THE FOREGROUND. MIKADO PINK IN THE CENTER. MARY SEMPLE IN THE DISTANCE

Crego Asters

The Crego Aster has become very popular. They are a Giant Comet of a much improved type. Our stock is of the very best and carefully selected. The flowers are of the largest size, with long stems, and stand shipping well. The plants are vigorous growers and very productive.

Crego White. This is one of the best Late White Asters.
PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cts.

Crego Shell Pink. A beautiful shade of light pink (see illustration).
PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eight oz., 35 cents; sixteenth oz. 20 cents.

Crego Rose Pink. Flower very large and of fine form.
PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cts.; eighth oz., 50 cts.; sixteenth oz., 30 cts.

Crego Lavender. A charming color.
PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cts.

Mikado White

A Comet Aster of great beauty. The flowers are pure white and of immense size. The petals are curled and twisted in the center of the flower.

PRICE: Per oz., $5.00; half oz., $2.75; quarter oz., $1.50; eighth oz., 85 cents; sixteenth oz., 50 cents.

Mikado Pink or "Rochester"

The color is an exquisite shade of lavender pink. The petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl across each other in magnificent disorder. This is a Comet Aster of strong growth, long stems, and fine form.

PRICE: Per oz., $2.50; half oz., $1.30; quarter oz., 70 cents; eighth oz., 40 cents; sixteenth oz., 25 cts.

Improved Semple's Pink Branching

A seedling from Semple's Pink. The color is of the same shade of bright pink and the habit of the plant and form of flowers are identical, being of the same strong, robust growth and branching habit. Its greatest value is in its earliness, blooming as it does ten days earlier than Semple's Pink.

PRICE: Per oz, $1.25; half oz, 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Semple's Pink Branching

Mary Semple

A beautiful and popular variety of the Branching Aster. The flowers are very large and the color is an exquisite shade of bright pink, very much the color of Enchantress Carnation. Stems long and stiff. A grand Aster for cutting purposes, and for shipping has no equal. (See illustration.)

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz. 35 cents; eighth oz., 20 cents.

Semple's Lavender Branching

Identical in every way with Mary Semple except in color. The color is a fine shade of light lavender, much lighter in color than Vick's Lavender Branching. A remarkably good Aster and an easy grower.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

A FIELD OF UPRIGHT WHITE

Upright Growing Asters

Our upright set is entirely distinct, and we offer it with a great deal of pleasure. The flowers are extra large and fine, growth upright, with no chance for the flowers to become soiled and spotted during showers, as is the case with so many fine varieties of Asters.

Upright White

Another season's trial of this great Aster confirms the opinion we had already formed, that the Upright White Branching Aster is bound to be one of the leading Asters for shipping purposes, as the flowers are very large, double and firm; stems long and straight, two feet or more in length; color a pure white. (See illustration)

A first class variety and one that every shipper should grow in quantity. Earlier than Vick's White Branching.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

Splendor

Upright flesh pink. In this variety we have one of great value. It has many qualities which commend it highly, not only in the habit of growth, but in size, form of flowers, and in color, which is one of the most desirable in an Aster, being of a beautiful light flesh pink, a shade which can be used in nearly all floral work. The plant has the ideal habit of an upright growing sort. The stems are long and strong, and always hold the bloom in perfectly upright way.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

Crimson Giant

A splendid upright growing sort producing very large, dark crimson flowers. Its brilliancy of color and erect tall growing habit tend to make it one of the most showy varieties for garden culture. A mass of this variety when in full bloom is a gorgeous sight.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

Rose Giant

A superb upright growing variety producing its extremely large flowers on very long stiff stems. The habit of the plant is quite perfect. The flowers are of a beautiful deep rose color.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents.; eighth oz., 30 cents

Crimson King

This variety has all the good qualities of the Late Branching Type. The flowers are double and of the largest size. In color a rich glowing crimson. Growth upright.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

VIOLET KING IN THE FOREGROUND

Violet King

The habit is similar to the popular Vick's Branching, vigorous in growth, long stiff stems. In form the flower is entirely new and distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large, many of the flowers measuring from four to five inches. The color is a soft violet-lilac. It comes into bloom several days before Vick's Branching. (See illustration.)

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cents.

America

Vick & Hill Co.'s Novelty

A strong, robust grower, and called by many of our visitors the past season, an Improved Daybreak. The flowers are of large size, very strong, stiff stems of medium length. In color it is much darker than Daybreak, quite resembling the shade known as old rose. The flowers are of great substance and very lasting after being cut, more so than most other sorts. A valuable feature is its lateness of bloom, being fully two weeks later than Daybreak. Its flowers are in perfection with the Late Branching Asters. One of the very best Asters for lifting and potting as it makes an ideal pot Aster.

PRICE: Per oz., $3.00; half oz., $1.75; quarter oz., $1,00; eighth oz., 60 cents; sixteenth oz., 35 cents.

At prices quoted we prepay postage or Express charges.

Cardinal

The color is, as its name implies, a beautiful shade of cardinal. The growth is similar to the Branching Asters, but some dwarfer. The flowering season begins about the middle of August and the flowers retain their brilliant coloring for many weeks.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cents.

Upright Purple

A single plant of this variety is an immense bouquet in itself. The flower stems are so numerous that when in full bloom the entire plant is literally covered with medium sized flowers of a rich purple color. Although the flowers are not large they make full compensation for this in the quality of the flowers and number of blooms to the plant.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

Royal Purple

The flowers are large with full centers well covered, petals flat and incurved. Color is a rich shade of Royal Purple. This variety is distinct in growth from the Branching Asters. The side stems start from the main stem close to the ground, instead of branching out from the main stem at various heights as in the branching varieties. Season, early.

PRICE; Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

A FIELD OF VICK & HILL CO.'S QUEEN OF THE MARKET WHITE

Queen of the Market

Earliest of All

Decidedly the best early Aster, producing flowers in profusion on long stems, and being several weeks earlier than any other Aster. The flowers are very double, rendering them of exceptional value for cutting purposes. Most of the Queen of the Market Aster Seed sold in this country is grown in Germany, but we prefer to grow our own seed, for we must have the best that can be produced for our florist trade. (See illustration of a portion of a field of Queen of the Market White as grown by us.) Start your seed of this variety as early as possible to get best results. We offer seven distinct colors:

Crimson	Light Blue
Dark Blue	Rose
Flesh	White
Lavender	

PRICES of the above colors: Per oz., 75 cents; half oz., 40 cents; quarter oz., 25 cents; eighth oz., 15 cents.

Queen of the Market mixed colors.

PRICES: Per oz.. 60 cents; half oz., 35 cents; quarter oz., 20 cents; eighth oz., 15 cents.

Late Hohenzollern White

The plant grows tall and branching, bearing flowers of mammoth size on long stems. We have cut many flowers on stems measuring from eighteen to twenty-four inches in length. The flowers are of the purest white, measuring from six to eight inches across; are double, with curled petals, resembling a Japanese Chrysanthemum. A great improvement both in size and form of flower. Late.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cents.

Lavender Gem

When the flower first opens it is a delicate lavender, deepening with age. The flower is always full double, showing no tendency to produce single or semi-double blooms. The feathery effect of the Ostrich feathered type, to which it belongs, is enhanced by the fact that it bears a large proportion of long, partly tubular, florets, irregularly cut and slashed, so that the flower looks like a ragged Chrysanthemum.

The plant is erect and of medium hesght, branching close to the ground. The flowers are borne in profusion on long, slender, wiry stems.

PRICE: Per oz., $2.50; half oz., $1.30; quarter oz., 70 cents; eighth oz., 40 cents; sixteenth oz., 25 cents.

Hohenzollern Asters

These magnificent Asters may justly be called the Ostrich Plume. The habit of the plant is branching, bearing flowers of mammoth size on long stems. The flowers are double with curled petals, resembling giant Chrysanthemums. An interesting class, and always admired. Early varieties, Early Rose, Dark Blue, and Light Blue.

PRICE: Per oz., $3.00; half oz., $1.75; quarter oz., $1.00; eighth oz., 60 cents; sixteenth oz., 35 cents.

The Favorite

Upon first opening the color is blush, deepening with age until the color becomes a rich deep pink. The center of the flower is a mass of feathery petals, enhancing its beauty to a remarkable degree. Height, about 18 inches. Midseason variety.

PRICE: Per oz., $1.75; half oz., $1.00; quarter oz., 60 cents; eighth oz., 35 cents; sixteenth oz., 20 cents.

A FIELD OF VICK & HILL COMPANY'S PURITY ASTER.

Daybreak

The flowers are large, and double to the center, the color is an exquisite shade of sea shell pink, resembling the color of Daybreak Carnation. The plant is a strong, compact grower, and the flowers are borne upright on long stiff stems. A field of the plants in bloom is a sight never to be forgotten, and is beautiful beyond description.

PRICE : Per oz., $2.50; half oz., $1.30; quarter oz., 70 cents; eighth oz., 40 cents; sixteenth oz., 25 cents.

Purity—The White Daybreak

A pure white Aster of great beauty, which originated with us several years ago. The plant is of most symmetrical habit, usually growing about 18 inches high. The plants are literally one mass of snow white flowers of large size, resembling great balls of snow. As a cut flower variety Purity is first-class, the stems being long and strong, and the plant of free and branching habit. This variety is thought very highly of by all florists who have seen it growing at our seed farm.

PRICE : Per oz., $2.50; half oz., $1.30: quarter oz., 70 cents; eighth oz., 40 cents; sixteenth oz., 25 cents.

Lemon Drop

A yellow one at last! It is a yellow, decidedly so; and as good a grower as any in our now large and varied class of the Daybreak type. The flower is not quite as large as those of the Daybreak, its parent, but are very perfect and symmetrical in form. In fact the petals are laid so perfectly that the flowers have a wax like appearance.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cents.

Blue Bird

Vick & Hill Co.'s Novelty

Another one of our new ones now offered for the first time. The color is a fine shade of light blue, plant of very symmetrical habit and of the same general style of growth as Daybreak and Purity. Exceedingly free flowering. An ideal variety for lifting and potting.

PRICE: Per oz., $2.50; half oz., $1.30; quarter oz., 70 cents; eighth oz., 40 cents; Trade pkt., 25 cents.

Salmon King

In this variety we have a splendid addition to the Daybreak class. The color is not only novel, but of a very pleasing shade, bright enough to make it always conspicuous, although modest and unassuming in appearance. The habit of growth, form of plant and flower are identical with its parent the popular Daybreak.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz 30 cents.

Rosy Morn

This is a very beautiful variety. The flowers are of a handsome shade of rose, large, well formed, full and double to the center, and produced in the same profusion as other Asters of this class. We consider it one of the best of the Daybreak type.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cents.

Lavender Daybreak

Of the many Asters introduced of late years, this is the peer of them all. It may truly be called perfection. The habit of growth is similar to Daybreak, but the flowers are larger, always full to the center and of a most beautiful shade of lavender.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cents.

VICK'S EARLY BRANCHING WHITE IN THE FOREGROUND

Sunset

The habit of this plant is the same as the well-known varieties Daybreak and Purity. The color of the flowers is a delicate shade of light pink, shading to a deep rich pink in center, making a beautiful combination of colors in one flower. The flowers are globe shaped.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 35 cents; sixteenth oz., 20 cents.

White Fleece

The very best large flowering early white Aster in cultivation. The size and make-up of the flower is not surpassed by any of the late varieties. The plant is erect and of branching habit. Flowers large, pure white, and double. Petals long and recurved and in many flowers irregular and twisted, which gives it a very graceful effect.

PRICE: Per oz., $2.50; half oz., $1.30; quarter oz., 70 cents; eighth oz., 40 cents; sixteenth oz., 25 cents.

Florist's Special Mixture

This mixture is made up principally of White, Pink, Red, Rose, Purple and Violet, and includes the early, mid-season and late classes.

The mixture gives the purchaser a great range of varieties and color.

PRICE: Per oz., $1.00; half oz., 60 cents; quarter oz., 35 cents; eighth oz., 20 cents.

To Our Customers

The past season has been very favorable for the Aster seed crop, and our stock of the various varieties in this list is very complete with good fresh seed, strictly true to name. We wish to call attention to the illustrations in this list; they were all taken on our own farms and show the Asters just as they were growing. Note the clean culture; not a weed is allowed to show itself. The result of the thorough cultivation that we give our Asters is strong, vigorous, healthy plants.

Just a word about ordering Aster seed. No matter how much seed we may have in stock at the beginning of the season, the stock of some kinds is generally exhausted by planting time. So it is to your own interest to place your orders early and have the seed delivered at any time you may desire. Come and see us during the Aster blooming season; it is always with a great deal of pleasure on our part that we show our Aster fields to our friends. We wish you all a happy and prosperous New Year

VICK & HILL COMPANY, Rochester, N. Y.